

# PIGGLY WIGGLY OPENS SOON

## You Buy For Less and Get the Best In a Piggly Wiggly Store

Paris' first Piggly Store will be opened soon at 707 Main Street. Piggly Wiggly will be the wonder of the town in a day, but it will be your own pantry for the rest of the year and the years to come.

What is a Piggly Wiggly Store? It's a grocery store without clerks, without delays, without confusion, without delivery and other overhead expenses to you. It's a grocery store made into a private pantry where you may always find the freshest, the cleanest, the best, and the healthiest food products that anybody's money can purchase.

It's not like any other store you've been in in Paris. It's a grocery cafeteria. You pick up a basket at the turnstile entrance. Pass down the well-lighted aisles where all the products of manufacturer, canner, packer and farmer are temptingly displayed. The goods are all nationally known and advertised brands. Easy to find and easy to reach—on the same shelf and the same place in each of the stores throughout Kentucky.

Swinging tags tell the price. You pick out what you want. Do it as fast as you want to, or as slowly. No one is waited on before yourself. You wait on yourself; choose what greens or fruit you want from the fruit stand. Open the refrigerator pick out your butter and eggs.

Then you pay as you leave.

Fruits and vegetables are bought fresh every day. Butter, cheese, lard, bacon and other items are all arranged in a specially designed refrigerator.

The whole Piggly Wiggly store appeals to the woman who likes her food stuffs where everything is clean as the inside of an apple, and as untouched. It appeals to everyone because you can buy better food for less money than anywhere else in town—without exception; else there would have been no need of a Piggly Wiggly Store in Paris.

Buy at a Piggly Wiggly and you save the cost of clerk hire, middleman's profit, commission merchant's profit, delivery charges and all other expenses that help to make living high.

**The idea of Piggly Wiggly is to stretch a dollar so that it does the work it took two dollars to do before. Piggly Wiggly sets a new standard in quick service; a new standard in Cleanliness and Quality.**



**More Food  
For Your  
Dollar**

**Highest  
Quality**

**Lowest  
Cost**



## Get the Piggly Wiggly Habit